

White Paper
Sign Ordinance Amendment
Projected Light Signs and Relocation of Historic Signs

This proposed ordinance will allow projected light signs in the Downtown Sign Zone and allow the relocation of historic signs citywide.

Projected Light Sign definition: “Projected light sign” is a sign that is projected from an external light source onto a message surface. Such external light source may consist of a high intensity beam.

Such signs are proposed to be allowed subject to the following parameters:

- One sign allowed on a building with a footprint of 100,000 square feet or greater;
- Limited to a maximum of 700 square feet in area;
- Shall not be of an illumination intensity or character that creates a safety hazard or undue disturbance for vehicles, pedestrians or occupants in the area;
- Allowed only during such time as specified in a permit issued by the Director, not to exceed 60 days per calendar year;
- Shall be located no higher than 60 feet above grade;
- Can be animated;
- Does not reduce otherwise allowed sign area; and
- Permit must be signed by all affected property owners.

Historic Sign definition: “Historic sign” is a sign that has been identified as an historic resource on the Historic Resources Inventory pursuant to Chapter 13.48 of Title 13 of the San Jose Municipal Code.

This ordinance would allow the Director to approve the relocation of an Historic Sign, not attached to an historic structure, either on the site or to another site in a manner that preserves the Historic Sign. Such sign would not reduce otherwise allowed signage area for the receiving site. The relocation of an historic sign attached to an historic structure is already allowed.